



NEWS AND INFORMATION from the Grand Traverse Bay
YMCA

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Deinse, CEO, 231.933.9622, tvd@gtbayymca.org

Thursday, May 5, 2011

FOR IMMEDIATE RELEASE:

Y Seeking Marketing Intern for Summer

The Grand Traverse Bay YMCA is seeking a Marketing and Media Intern to further expand our presence on the web and traditional media as a mechanism to communicate to our members, friends, and regional community. This internship is based at our main facility at 3000 Racquet Club Dr, Traverse City.

Intern must be a creative writer, fluent in English and grammar, fluent in current technology of communication including Facebook, Twitter, Internet, etc. Intern will develop electronic newsletters to various YMCA constituencies.

Intern will write stories; news releases, and update various on-line media. Content will vary as with all of our 65 different programs. Experience in layout, design, and digital photography a plus.

Intern will feel comfortable to work in both classical media and forms of communication as driven the new technology.

Intern must interact with a variety of people in a professional manner and represent YMCA mission, values, and vision at all times.

This is an uncompensated internship. Intern will be responsible for all arrangements for academic credit.

The hoped for start date would be June 1 for Summer 2011. Candidate will be the third marketing and media intern.

Candidates are encouraged to send Letter of Interest, resume, and 3 writing samples or web work to: Dave Eitland, director of marketing, at

dave@gtbayymca.org or 933-9622. Our webpage is at www.gtbayymca.org or our <http://newsgtbayymca.blogspot.com> .

The Grand Traverse Bay YMCA serves primarily the five county region of the Grand Traverse Bay region. The Grand Traverse Bay YMCA is a faith-based charity that served last year more than 10,000 members and program participants including over 6,400 kids and 2,000 members each year through 65+ programs that build body, mind, and spirit. The Grand Traverse Bay YMCA is part of the largest charitable group in the country, received over \$225,000 in donations and granted financial assistance to 500 families in 2010. Nearly 500 volunteers donated nearly 30,000 hours of their time to ensure the Y could fulfill its Judeo-Christian mission of building strong kids, strong families, and strong communities.